



# Iowa Economic Development Authority

**Report Out**

**“TSB Streamliners”**

May 9-13, 2016

# **The Opportunity**

**Debi Durham, Director  
Iowa Economic Development Authority**

**Special Acknowledgment to:  
Janet Phipps, Director, Department of  
Administrative Services  
and  
Rod Roberts, Director, Department of Inspections  
and Appeals**



# TSB Streamliners

Sherry



Front Row: Beth White, Amy Kuhlert, Jill Lippincott

Back Row: Linda Hildreth, Amelia Lobo, Mary Montgomery,  
Jacquie Holm-Smith, Sherry Timmins, Ann Hogle

Not Pictured: Christina Moffatt, Tricia Janes

# Scope

Sherry

This event will address the Targeted Small Business certification process that begins with the initial inquiry or a new application or renewal application submitted by a business through the final certification decision. This will include the conditional application process, but will not include the appeal process.



# Targeted Small Business

Sherry

- A small business which is 51% or more owned and operated and actively managed by one or more targeted group persons
  - Minorities
  - Women
  - Persons with disabilities
  - Service disabled veterans
- Three criteria to meet a TSB
  - Located in the State of Iowa
  - Operated for profit
  - Has an annual gross income of less than 4M, computed as an average of the previous 3 fiscal years.

# Goals

Amelia

1. Reduce the time to process a new application to\_\_\_\_\_ days.
2. Increase the retention of TSBs (renewal).
3. Reduce the quantity of information required from new applicants.
4. Set a goal for number of TSBs in the state of Iowa.
5. Reduce the amount of time it takes an applicant to complete the application and gather the documents.



# Objectives

Amelia

- Understand the current requirements of the certification process.
- Determine what updates can be made to the current applications.
- Identify how the certification process can be streamlined.
- Whenever possible, reduce the requirements for applicants as necessary and allowable by the Code.
- Ensure the application process is user friendly and the application is easily understood by applicants.
- Pre-screening tool online.
- Develop an online application.
- The team will make a list of necessary changes to the Iowa Code and Iowa Administrative Rules as needed for the new process.



# Kaizen Methodology

Tricia

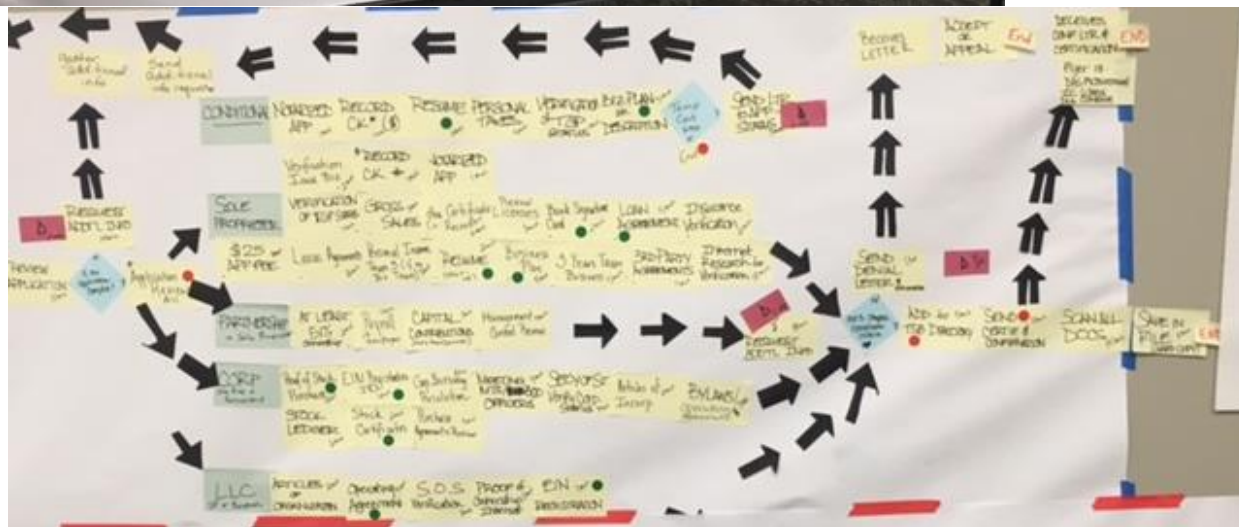
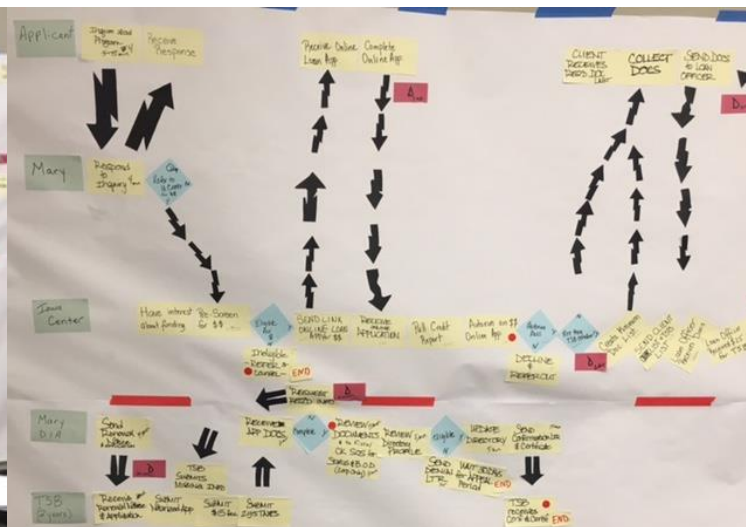
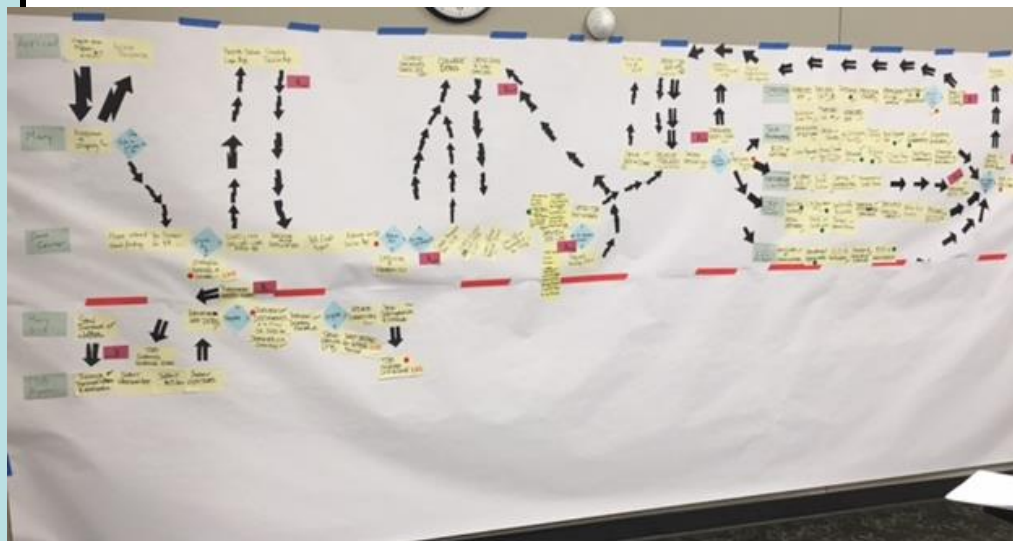
- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)
- 5S “mindset”--use the steps to support the event activities
  - Sort, Set in order, Shine, Standardize, Sustain





# Current Process

Mary



# Brainstorming

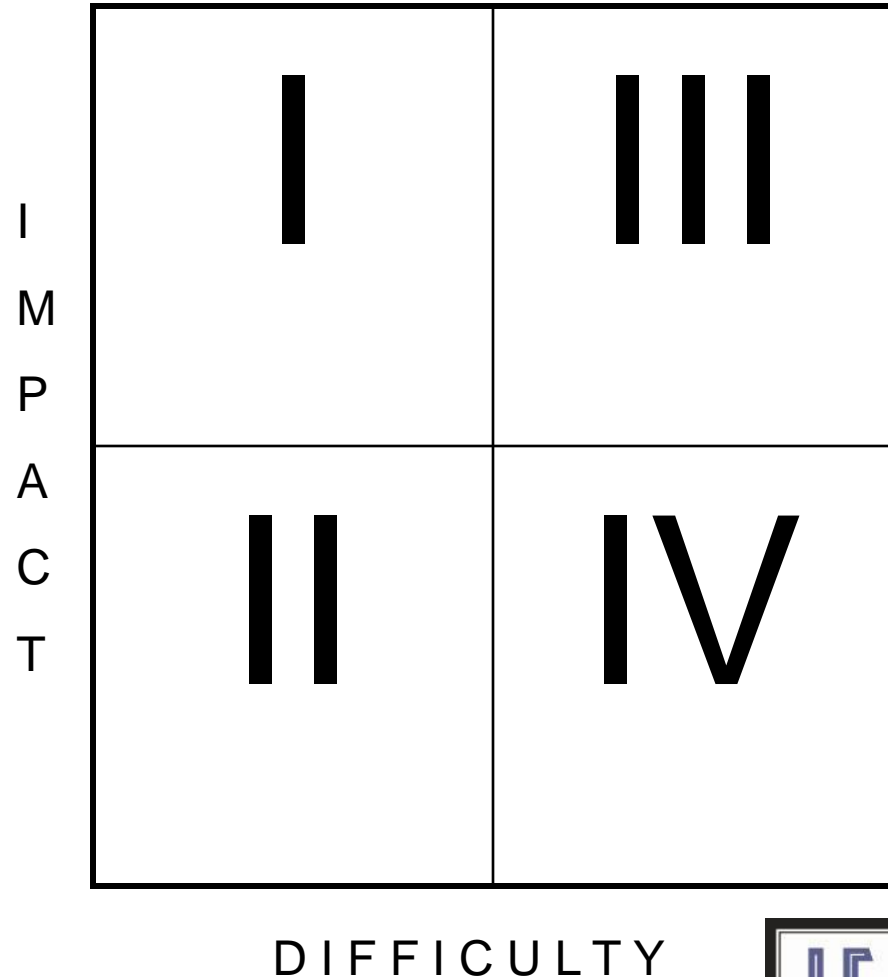
Beth

- Automate, Automate, Automate
  - Responsive online application with built in logic
- Reciprocity and Information Sharing
- Increase Program Awareness
- Do we need conditional certifications?
- Reduce number of documents required to become a TSB while keeping integrity
- Automated reports, dashboard

# De-selection Process

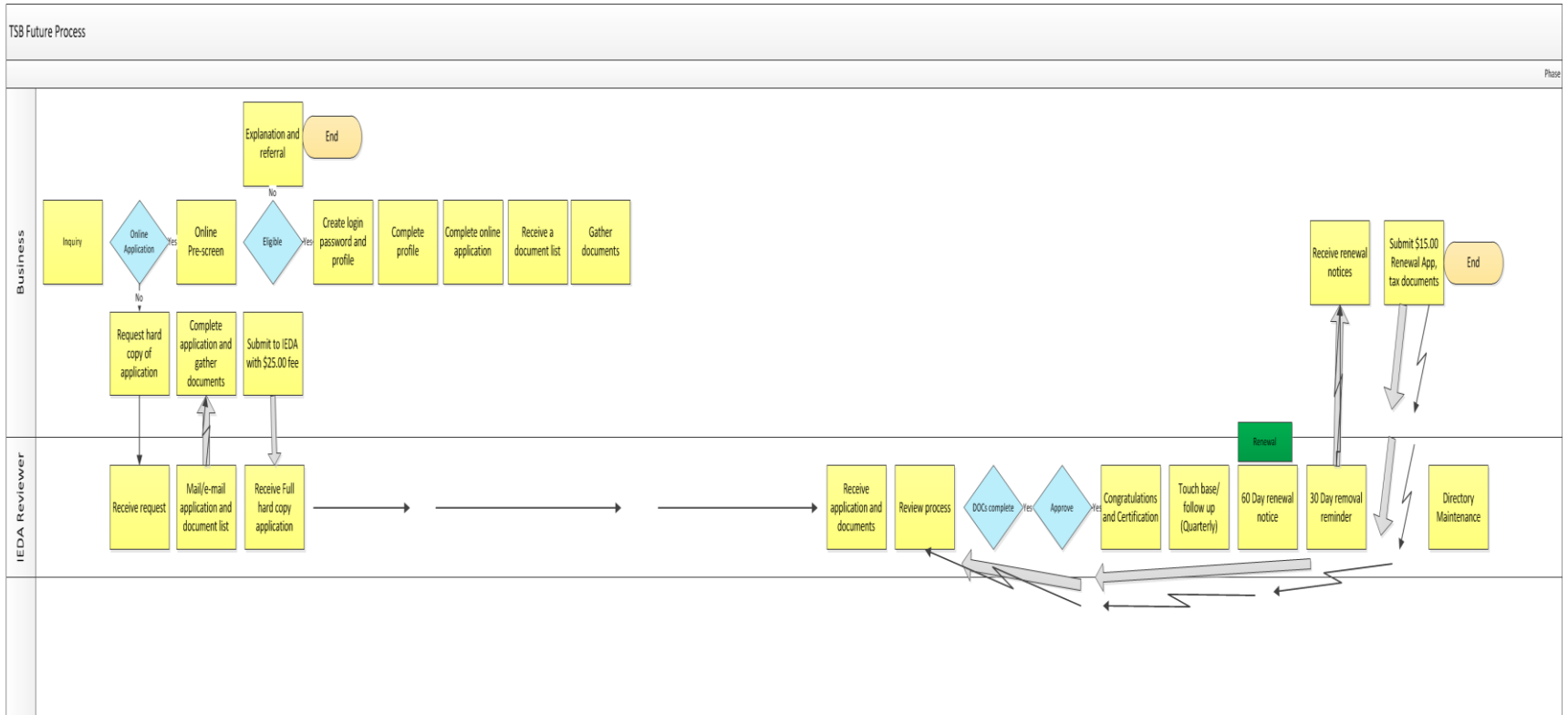
Beth

- Identifies
  - Impact to customer
  - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation



# New Process

Jill



# Results

Jacquie

	<u>CURRENT</u>	<u>NEW</u>	<u>CHANGE</u>
Total Steps	87	33	-62%
Total Delays	10	5	-50%
Avg Delay Time – Days	35	9.5	-72%
Value Added Steps	8	5	38%
Decisions	10	5	-50%
Loop Backs	5	2	-60%
Total Handoffs	11	10	-9%
Lead Time - Days	35.8	9.7	-72%

LEAN

State of Iowa  
Continuous Improvement

# Homework

Amy

1. Determine funding sources for online certification process.
2. Provide networking opportunities to TSBs and buyers.
3. Integrate IEDA and DAS Vendor systems for 48 hour bid notifications and spend reporting.
4. Reciprocity with other certifying agencies - (DBE, SBA8a, WOSB, EDWOSB, SBA, SDVOBE, MBE, WBE) Look at aligning or fast tracking these.
5. Increase TSB procurement threshold to \$25,000.
6. State agencies "shall" utilize the goods or services from a TSB up to TSB threshold.
7. Initial certification 2 years, renewals 3 to 4 years.



# Team Member Experience

Mary Montgomery

Beth White

Sherry Timmins

# Comments

- Linda Hildreth, Department on Aging



**We welcome your  
questions and comments!**

